

**ABSTRACT OF THE DISCLOSURE**

A system for distributing advertisements to a multiplicity of client devices each of which is configured for communications via a communications network preferably includes an advertisement distribution facility that communicates with each of the client devices over the communications network. Most preferably, each of the client devices downloads advertisements from the advertisement distribution facility, and displays at least selected ones of the downloaded advertisements. The advertisement distribution facility includes an auditing function that transmits a send audit data request to a subset of the client devices at prescribed client audit intervals, which send audit data request includes a request that the receiving client device transmit ad-related statistical data to the advertisement distribution facility.